

Hofstede: Cultures and Organizations

TABLE 4.2 Key Differences Between Feminine and Masculine Societies:

General Norm and Family

Feminine	Masculine
Relationships and quality of life are important.	Challenge, earnings, recognition, and advancement are important.
Both men and women should be modest.	Men should be assertive, ambitious, and tough.
Both men and women can be tender and focus on relationships.	Women are supposed to be tender and take care of relationships.
In the family both fathers and mothers deal with facts and feelings.	In the family fathers deal with facts and mothers with feelings.
Both boys and girls are allowed to cry, but neither should fight.	Girls cry, boys don't; boys should fight back, girls shouldn't fight at all.
Boys and girls play for the same reasons.	Boys play to compete, girls to be together.
Bridegrooms and brides are held to the same standards.	Brides need to be chaste and industrious, grooms don't.
Husbands should be like boyfriends.	Husbands should be healthy, wealthy, and understanding, and boyfriends should be fun.